



LA Fashion District BID Board of Directors Meeting
Thursday, April 21, 2016 at 11:45 a.m.
110 E 9th St Suite A-1175, Los Angeles, CA 90079

REVISED AGENDA

1. Public Comment
2. Welcome & Introductions
3. Approval of Minutes: March 17, 2016 Attachment 1
4. Financial Committee Report
 - a. Review First Quarter 2016 Financial Summary Attachment 2
 - b. D&O Insurance Certificate –Board FYI Attachment 3
5. **CLOSED SESSION:** Santiago Case Discussion
6. **ACTION POSSIBLE: Retail Study Proposal** Attachment 4
7. **ACTION POSSIBLE: Metro's 50 Year Transit Plan & Measure M (aka R2)** Attachment 5
8. Executive Director's Report Attachment 6
 - a. LA Treasures Event Attendees – May 12th – RSVP to Jasmine
 - b. DLANC Election
9. New Business
10. Adjourn

Next Meeting Dates *:

Board of Directors Meeting- Thursday, May 19th

*Meeting Date/Times are subject to change with appropriate notice.

The agenda and information materials are available for review in the BID office at the address below.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by Kent Smith at (213) 488-1153 x 712.



LA Fashion District BID
Board of Directors Minutes
Thursday, March 17, 2016

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Matthew Haverim, Steve Hirsh, Elisa Keller, Yul Kwon, Laurie Rosen, Brian Taban, John Van den Akker,

Board Members Absent: Lisa Korbatov, Darlene Kuba, Bradley Luster, Debbie Welsch

Guests Present: Jessica Whaley & Audrey Bellis – StartUp DTLA, Fabio Vasco – GTL, LLC.

The meeting convened at 11:52am.

1. **Public Comment:** None
2. **Welcome & Introductions:** Board Members, Guests, and Staff went around the room and introduced themselves.
3. **Presentation by Startup DTLA – Audrey Bellis:** Audrey Bellis presented Startup DTLA a new company backed by the City of LA & Mayor Garcetti. StartUp DTLA is a non-profit for the tech & creative community in Los Angeles. Housed in the Wells Fargo tower, it will become a community center with digital media labs, event space, office space, and a VC/Angel Investor Lounge for Tech/Creative startup companies. Currently, they are in the process of locating DTLA property owners who are willing to partner with the organization and offer office space for the Startup companies they work with. Contact Audrey at hello@StartupDTLA.com for more information.
4. **Approval of Minutes: February 18, 2016:** Linda Becker moved to approve the minutes from February 18, 2016. Jorge Flores seconded. The motion was approved by unanimous decision.
5. **Financial Committee:** Mark Cohen reported that the Finance Committee met with CPA Fabio Vasco from GTL, LLC to go over the 2015 Annual Review. The Committee recommended the Board approve the Annual Review with the amendment of adding the word “cash” before “Investments – Other” on page 3. Board members assessed the Annual Review and discussed financial questions with Fabio Vasco.
 - a. **ACTION ITEM: Approve the Annual Review for FY '15:** Mark Chatoff moved to approve the 2015 Financial Annual Review with the amendment of adding the word “cash” before “Investments – Other” pg 3. Brian Taban seconded. The motion was approved by unanimous decision.
6. **ACTION ITEM: Letter of Support – Senate’s “No Place like Home”:** Kent Smith introduced “No Place like Home” a bi-partisan initiative that is being proposed by Kevin De Leon. The initiative would generate a 2 billion dollar bond geared toward assisting California with homelessness. The funds would be repurposed from the current “Millionaires Tax” that is set to assist with mental health issues. Given the strong correlation between homelessness and mental health the Board decided to support the initiative. Mark Chatoff moved to approve the letter of support included in the Board of Directors packet for the “No Place Like Home” initiative. Linda Becker seconded. The motion was approved by unanimous decision.

- 7. ACTION ITEM: Sidewalk Repair Program Support Letter:** Kent Smith reported that Miguel Santana put together a report detailing a “Repair and Release” program to transition the responsibility of sidewalk repair from the City of LA back to the property owner. If adopted, the City would repair all LA sidewalks over the span of 20 years. Once a sidewalk is repaired it would then become the responsibility of the Property Owner to maintain. In an effort to speed the process the City has incentivized the program for Property Owners by allowing them to find their own contractor, waiving permit fees, and paying for half the cost of the repair. They will also institute a 5 year warranty on the sidewalk after a City Inspection. The incentivized program will be available for the first 3 years. Elisa Keller moved to approve the letter of support included in Board of Directors packet for the Sidewalk “Repair and Release” Program. Laurie Rosen seconded. The motion was approved by unanimous decision.
- 8. Operations Committee Report:** Kent Smith reported that Captain Howard Lesley, who came from the LAPD Wilshire Division, will be taking over as Captain for Central Division. He also reported that we are still dealing with the issue of graffiti vandalism but are working closely with the City Attorney’s office to prosecute cases that arise in the Fashion District.
- 9. Image & Communications Committee Report:** Rena Leddy reported that the Committee has started discussing the Urban Dinner Party and decided it will be held in October. The Fashion District is also working in conjunction with Downtown Center BID & FIDM to establish #FashionFridays, which would highlight Fashion vendors spanning the two Districts. Lastly, the Fashion District has started its 2016 Prom Campaign with promotion and marketing in full effect.
- 10. Executive Director’s Report:** Kent Smith reported that the Neighborhood Integrity Act efforts have been suspended until March 2017, with Build LA set to move forward this November. The timeline for installing Metro’s bike stations is set and will begin in June. Metro will be placing 7 stations throughout the Fashion District, each station will absorb 3 street parking spaces. Kent also announced that there will be a hearing for SB876 March 29th in Sacramento.
- 11. New Business:** Kent Smith announced that Rena Leddy is running for the Fashion District Representative for DLANC and property owners/tenants should make sure they vote.
- 12. Adjourn:** The meeting adjourned at 1:38pm.

MEMORANDUM

To: Fashion District BID – Board of Directors
From: Fashion District BID – Management
Date: 4/13/2016
Re: 2016 YTD Unaudited Financial Results

We are pleased to include a summary of the first quarter financial results.

We are under budget for the first quarter. Although labor costs have increased for the Clean Team due to the new \$10/hr. CA minimum wage effective 1/1/2016, the BID has worked to realize savings in other budget items such as fuel, vehicle repairs, cleaning supplies, trash dump fees and legal fees.

The net loss for the first quarter of 2016 is \$6,879 (excluding the Santee Alley Overlays) compared to a \$143,047 loss for the first quarter of 2015. The resulting \$136,169 reduction in net loss is attributed to \$81,677 less expenses and \$54,492 more revenues in the first quarter of 2016 compared to 2015.

BID management will continue to work hard to continue these favorable financial trends, while meeting the rising expectations of our stakeholders, in order to minimize assessment increases so that we can successfully renew the BID when it expires at the end of 2018.

	A	B	C	D	E	F	I	J	K	L	M
1	LA FASHION DISTRICT BID										
2	Summary of Un-Audited Financial Information										
3	For the 3 Months Ending on March 31, 2016										
4											
5			Actual ¹								Prior Yr Actual ¹
6	ASSETS										
7	Total Current Assets		\$ 3,081,380								\$ 3,056,571
8	Net Property and Equipment		178,570								158,645
9	Total Assets		3,259,951								3,215,216
10											
11	LIABILITIES AND NET ASSETS										
12	Current Liabilities		1,504,084								1,264,090
13	Prior Retained Funds		1,755,768								2,094,173
14	Net Revenue / (Loss) YTD		99								(143,047)
15	Total Liabilities and Net Assets		\$ 3,259,951								\$ 3,215,216
16											
17											
18											
19			YTD Actual ¹		YTD Budget		Variance		% Var.		Prior Yr Actual ¹
20	BID REVENUES										
21	Assessments - Current Year		\$ 792,713		\$ 792,714		\$ (1)		0%		\$ 761,056
22	Assessments - Collection of Prior Years' Unpaid		12,476		-		12,476				4,347
23	Assessments - Penalties, Interest		2,147		1,251		896		72%		1,760
24	General Benefit Revenue		18,870		19,184		(314)		-2%		-
25	Other Revenue		11,247		13,299		(2,052)		-15%		15,798
26	BID Revenues (current year) Sub-Total		837,453		826,448		11,005		1%		782,961
27											
28	OVERLAYS										
30	North Santee Alley Overlay		79,307		79,307		-		0%		78,133
31	General Benefit Revenue (N & S Alleys)		13,512		13,436		76		1%		-
32	Service Revenue (S. Santee Alley) ²		21,630		21,630		-		0%		20,555
33	South Santee Alley Overlay (pass-thru)		179,262		179,262		-		0%		132,349
34	Overlays Sub-Total		293,711		293,635		76		0%		231,037
35											
36	TOTAL REVENUES		1,131,164		1,120,082		11,081		1%		1,013,999
37											
38	BID EXPENSES										
39	Cleaning		359,257		399,137		(39,880)		-10%		417,733
40	Safety		297,573		327,800		(30,227)		-9%		318,051
41	Communication		40,788		45,453		(4,665)		-10%		39,877
42	Management		50,684		71,484		(20,800)		-29%		58,653
43	Special Projects		40,897		41,505		(608)		-1%		41,839
44	City Fees, Uncoll Asmnts, Deprctn		55,133		56,826		(1,693)		-3%		49,856
46	BID Expenses Sub-Total		844,332		942,204		(97,873)		-10%		926,009
47											
48	OVERLAYS EXPENSES										
49	North Santee Alley Overlay ³		79,307		79,307		-		0%		78,133
50	South Santee Alley Overlay (Cleaning, Safety, Comm.) ²		21,630		21,630		-		0%		20,555
51	South Santee Alley Gen Benefit (pass-thru)		6,534		6,886		(352)		-5%		-
52	South Santee Alley Overlay (pass-thru)		179,262		179,262		-		0%		132,349
53	Overlays Expenses Sub-Total		286,733		287,085		(352)		0%		231,037
54											
55	TOTAL EXPENSES		1,131,064		1,229,289		(98,225)		-8%		1,157,046
56											
57	NET REVENUE / (LOSS)		\$ 99		\$ (109,207)		\$ 109,306		-100%		\$ (143,047)
58											
59	NET REVENUE / (LOSS) (Excl. Overlays) ⁴		\$ (6,879)		\$ (115,757)		\$ 108,878		-94%		\$ (143,047)
60											
61											
62											
69	Note 1: On accrual basis										
70	Note 2: For providing Cleaning \$18,000, Safety Management \$1,605, & Social Media Svcs \$2,025										
71	Note 3: For this presentation this figure includes these re-allocated costs: \$18,000 from Cleaning, \$1,605 from Safety and \$2,025 from Comm.										
72	Note 4: The BID uses budgeted allocations of roll-over funds to balance the current year operating budget										

MEMORANDUM

To: Fashion District BID – Board of Directors
From: Fashion District BID – Management
Date: 4/13/2016
Re: D&O Insurance

The BID has changed carrier for its Directors & Officers (D&O) and Employment Practices Insurance Coverage for the period of 4/19/2016-2017. Attached is an insurance certificate evidencing coverage.

The new policy is issued by Twin City Fire Insurance Company (part of The Hartford). This new policy has higher deductibles but the BID will save \$2,190 or 31% annually compared to the prior carrier. The BID has had only one small employment-related claim originating in 1998.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/6/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Wigmore Insurance Agency Inc. 2970 Harbor Blvd. #215 License #0811959 Costa Mesa CA 92626		CONTACT NAME: Wigmore Insurance PHONE (A/C, No. Ext): (714) 979-6543 E-MAIL: commercial@wigmoreins.com FAX (A/C, No): (714) 549-2943															
INSURED Downtown LA Property Owners Association DBA: LA Fashion District 110 E. 9th St. Suite A1175 Los Angeles CA 90079		<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: Burlington Insurance Company</td><td>23620</td></tr><tr><td>INSURER B: United Financial Casualty Co.</td><td>11770</td></tr><tr><td>INSURER C: Torus Specialty Insurance</td><td>25496</td></tr><tr><td>INSURER D: Twin City Fire Insurance Company</td><td>29459</td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Burlington Insurance Company	23620	INSURER B: United Financial Casualty Co.	11770	INSURER C: Torus Specialty Insurance	25496	INSURER D: Twin City Fire Insurance Company	29459	INSURER E:		INSURER F:	
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COVERAGES

CERTIFICATE NUMBER: 2016 Updated

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS								
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY			772BW34034	12/1/2015	12/1/2016	EACH OCCURRENCE \$ 1,000,000								
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000								
	<input checked="" type="checkbox"/> Assault & Battery						MED EXP (Any one person) \$ 1,000								
	<input type="checkbox"/> \$200,000						PERSONAL & ADV INJURY \$ 1,000,000								
GEN'L AGGREGATE LIMIT APPLIES PER:							GENERAL AGGREGATE \$ 2,000,000								
<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC							PRODUCTS - COMP/OP AGG \$ 2,000,000								
OTHER:							Hired & Non-Owned Auto \$ 1,000,000								
B	AUTOMOBILE LIABILITY			02901198-0	3/6/2016	3/6/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000								
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$								
	<input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS						BODILY INJURY (Per accident) \$								
	<input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						PROPERTY DAMAGE (Per accident) \$								
							\$								
C	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR			89283H152ALI	12/1/2015	12/1/2016	EACH OCCURRENCE \$ 3,000,000								
	<input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE						AGGREGATE \$ 3,000,000								
	<input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 0						\$								
WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below							<table border="1"><thead><tr><th>PER STATUTE</th><th>OTH-ER</th></tr></thead><tbody><tr><td>E.L. EACH ACCIDENT</td><td>\$</td></tr><tr><td>E.L. DISEASE - EA EMPLOYEE</td><td>\$</td></tr><tr><td>E.L. DISEASE - POLICY LIMIT</td><td>\$</td></tr></tbody></table>	PER STATUTE	OTH-ER	E.L. EACH ACCIDENT	\$	E.L. DISEASE - EA EMPLOYEE	\$	E.L. DISEASE - POLICY LIMIT	\$
PER STATUTE	OTH-ER														
E.L. EACH ACCIDENT	\$														
E.L. DISEASE - EA EMPLOYEE	\$														
E.L. DISEASE - POLICY LIMIT	\$														
D	Directors & Officers			NOA1320596	4/19/2016	4/19/2017	\$5,000,000 \$5,000 Ded.								
	Employment Practices						\$5,000,000 \$10,000 Ded.								

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

Downtown L.A. Property Owners Association Attn: Board of Directors 110 E. 9th St., Ste. A1175 Los Angeles, CA 90079-2175	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE Timothy Wigmore/G128

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A Retail Real Estate Consulting Firm

2730 Forest Avenue, Suite W
Berkeley, California 94705
Office Phone: 510-356-4956

85 Fourth Avenue, Suite 6A
New York, New York 10003
Office Phone: 917-816-8367

March 9, 2016

Rena Leddy
Managing Director
L.A. Fashion District BID
110 E 9th Street Suite A 1175
Los Angeles, CA 90079

Dear Rena:

We at MJB Consulting are very excited to submit this proposal to develop a retail repositioning strategy for Santee Alley on behalf of the L.A. Fashion District BID.

Based on our conversations, we propose the following scope-of-work:

- Review of background materials, including past reports and plans, media clippings, etc.
- Client-guided walking tour of the study area and environs
- Start-up presentation and conversation with property owners (assembled by Client)
- Up to (5) meetings with stakeholder entities and organizations, including Client, Santee Alley Association, local elected officials, etc.

- Assessment of current mix and businesses as well as vacant spaces (both within the Alley and on surrounding streets)
- Consideration of "site-specific" retail dynamics (e.g. demand generators, pedestrian counts, circulation patterns, visibility/access, etc.)
- Evaluation of competing business districts and shopping centers
- Design of pedestrian-intercept survey instrument and analysis of results (with surveys administered and tabulated by Client-hired interns)
- Focus group with existing merchants (assembled by Client)
- Up to five (5) interviews with property owners, leasing professionals and other local experts
- Detailed understanding of shopper profile (both current and potential)
- Reference to appropriate "comparables" across North America and beyond
- PowerPoint presentation and executive-summary memo (6 to 8 pages) detailing reasons for recent struggles, proposing viable options for re-tenanting/repositioning (with illustrative case studies) and outlining relevant considerations for each

The fee for this scope-of-work would be **\$19,000** plus travel expenses (discounted in light of the BID's non-profit status as well as MJB's longtime relationship with both Rena and Kent).

It would likely entail three visits, the first two for the fieldwork and meetings/interviews and the third for the final presentation.

In order to proceed, MJB must first receive an initial retainer equal to 25% of the total fee, payable to MJB Consulting and sent to the Berkeley address above.

Please do not hesitate to contact me at 917-816-8367 with any additional questions or requests.

Sincerely,

Michael J. Berne
President



CALIFORNIA • NEW YORK
www.consultmjb.com

MJB Consulting : A Retail Real Estate Consulting Firm

Our Firm

MJB Consulting (MJB) is an award-winning, San Francisco Bay Area- and New York City-based retail planning and real estate consulting concern retained across the U.S., Canada and the U.K. to undertake market analyses, devise tenancing strategies and spearhead recruitment efforts.

Our clients include municipalities, quasi-public/non-profit development corporations, BID's and institutions as well as private developers, landlords and retailers.

We are among the nation's leading consultancies on urban and Downtown retail, having strategized and recruited for high-profile CBD's like Brooklyn (NY), Newark (NJ), Toronto, Pittsburgh, Cleveland, Minneapolis, St. Louis, San Antonio and Denver, among others.

In addition, we have worked in many other satellite Downtowns and neighborhood business districts within larger cities and metros, including, for example, ones in Los Angeles (Long Beach), San Francisco (Berkeley), Seattle, Minneapolis-St. Paul, Milwaukee, Atlanta (Decatur), Cincinnati (Covington), Columbus (OH), Cleveland, Baltimore, Philadelphia, Boston (Cambridge), New York City and London (U.K.).

Finally, we are also active in smaller cities and markets, including Downtown and "Main Street" business districts in Modesto, Tucson, Albuquerque, Las Cruces (NM), Corpus Christi, Wichita, Saskatoon (SK, CA), Winnipeg, Raleigh, Roanoke (VA), Dubuque, Fort Wayne (IN), Akron, Kitchener (ON, CA), Albany (NY) and New Haven (CT), among numerous others.



Our Principal

Our Principal, **Michael J. Berne**, is one of the nation's foremost experts on urban and Downtown retail.

Michael is a regular speaker at International Downtown Association (IDA) conferences. He is also a member of the IDA Board and sits on its Executive Committee.

In addition, Michael has presented at the annual gatherings of the International Economic Development Council (IEDC), the National Main Street Center, the Local Initiatives Support Corporation (LISC) and the International Council of Shopping Centers (ICSC), among others.

Michael has lectured at the University of Pennsylvania, written numerous articles for the Urban Land Institute's (ULI) *Urban Land* magazine as well as the prestigious *Journal of Urban Affairs*, served on expert advisory panels for the ULI and the IEDC, and appeared in high-profile publications such as *The Washington Post*, *The Financial Times* and *The San Francisco Chronicle*.

Michael received a B.A. degree from Columbia University (Columbia College) in New York City and an M.Phil degree from Cambridge University (Gonville & Caius College) in the United Kingdom. He currently splits his time between residences/offices in Berkeley's Elmwood neighborhood and New York City's Union Square.

(Continued on other side)

CALIFORNIA
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MJB Consulting : A Retail Real Estate Consulting Firm

Our Unique Approach

We at MJB Consulting approach our work differently from our competitors, and offer unique strengths and specialized expertise in a number of areas:

1. We are retail specialists: it is our passion and our obsession.
2. We are in tune with the newest trends and the latest thinking, as a result of working across North America and beyond.
3. We are able to identify opportunities where others cannot, with our emphasis on psycho-graphics and our understanding of diverse sub-markets.
4. We fully immerse ourselves in our study areas, as if we were locals (“total immersion”), in order to truly understand their unique rhythms and sensibilities.
5. We possess a keen understanding of the tenant’s perspective, as a result of practical experience in the leasing and selling of retail space.
6. We have devised a number of proprietary tools, including our database of retailers willing to consider Downtown and “Main Street” settings.
7. We have promoted the concept of small “chain-lets” as balancing local distinctiveness with the landlord’s desire for creditworthy tenants.
8. We do more than provide lots of data; we also interpret all of that information and tell you what to do with it on a block-by-block level.
9. We do not write reports that sit on shelves: our scope-of-work typically proceeds to implementation, including actual recruitment and staff training.
10. We are able to explain the nuances and intricacies of retail clearly and accessibly to different sorts of audiences, including those new to the field.
11. We do not pull punches, but we are able to convey the harsh realities while still generating excitement for what is in fact possible.
12. We are a boutique consultancy: our Principal (and not some junior associate) is the Project Manager and the one who develops the work product.





Metro's Plan to Ease Traffic

April 2016



Metro's Progress in Easing Traffic

- Metro provides 450 million rides a year
 - 99 miles of rail and subway
 - 2,200 buses providing service on through 170 routes
- Metro is expanding through the public's investment
 - Two rail lines opening in 2016
 - Three additional rail lines in construction
 - Several highway improvements underway
- Metro has a strong foundation to plan for future transportation needs



Still Much More to Do

- LA County expected to grow by another 2.4 million people in the next 40 years
- Expanding LA County's transportation network:
 - More highway and transit alternatives, local improvements, and resources to keep services in good operating condition
- It'll take a combination of local, federal and private dollars to fund future transportation improvements



Metro

Ballot Measure Proposal

- New ½ cent sales tax
 - \$860 million a year
- Continue current ½ cent tax for an additional 18 years
- \$120 billion in YOE dollars generated over the 40-year program



What This Means for You

- 5 cents on a \$10 purchase
- \$25 a year to invest in easing traffic
 - Buying a coffee drink once a week costs \$260/year
 - Eating fast food once a week costs \$420/year
- Modest investment will bring major benefits
 - More transportation alternatives
 - More ways to connect through technology
 - More community improvements
 - More quality time, more time for you



Why Now?

- We spend an average of 81 hours a year stuck in traffic
- Time is money – the longer it takes to build out transportation improvements the more expensive it will be
- If we don't plan now for future growth, gains of recent years will give way to more traffic congestion





A Collaborative COG Process

- The Metro Board established a process to work with the sub-regional councils of government to identify priority projects
- Metro conducted a bottoms-up process with the nine sub-regions of the county, which submitted projects for evaluation
- Each sub-region was given targets based on their population and employment
- Board adopted highway and transit performance measures; projects scored using weighted themes

Board Approved Performance Metrics

❖ **Mobility: Ease Congestion**

45.0%

- Improve travel times and reliability; increase active transportation

❖ **Accessibility: Provide Access**

17.5%

- Increase service to the transit dependent, cyclists, youths, pedestrians, seniors, and people with disabilities; increase those served by Metro; improve first-last mile

❖ **Safety: Improve Safety**

12.5%

- Enhance personal and public safety; reduce incidents

❖ **Economy: Grow Economic Benefits**

12.5%

- Create jobs; increase goods movement; invest in disadvantaged communities

❖ **Sustainability and Quality of Life: Enhance Quality of Life**

12.5%

- Reduce greenhouse gases; improve air quality; positively impact public health



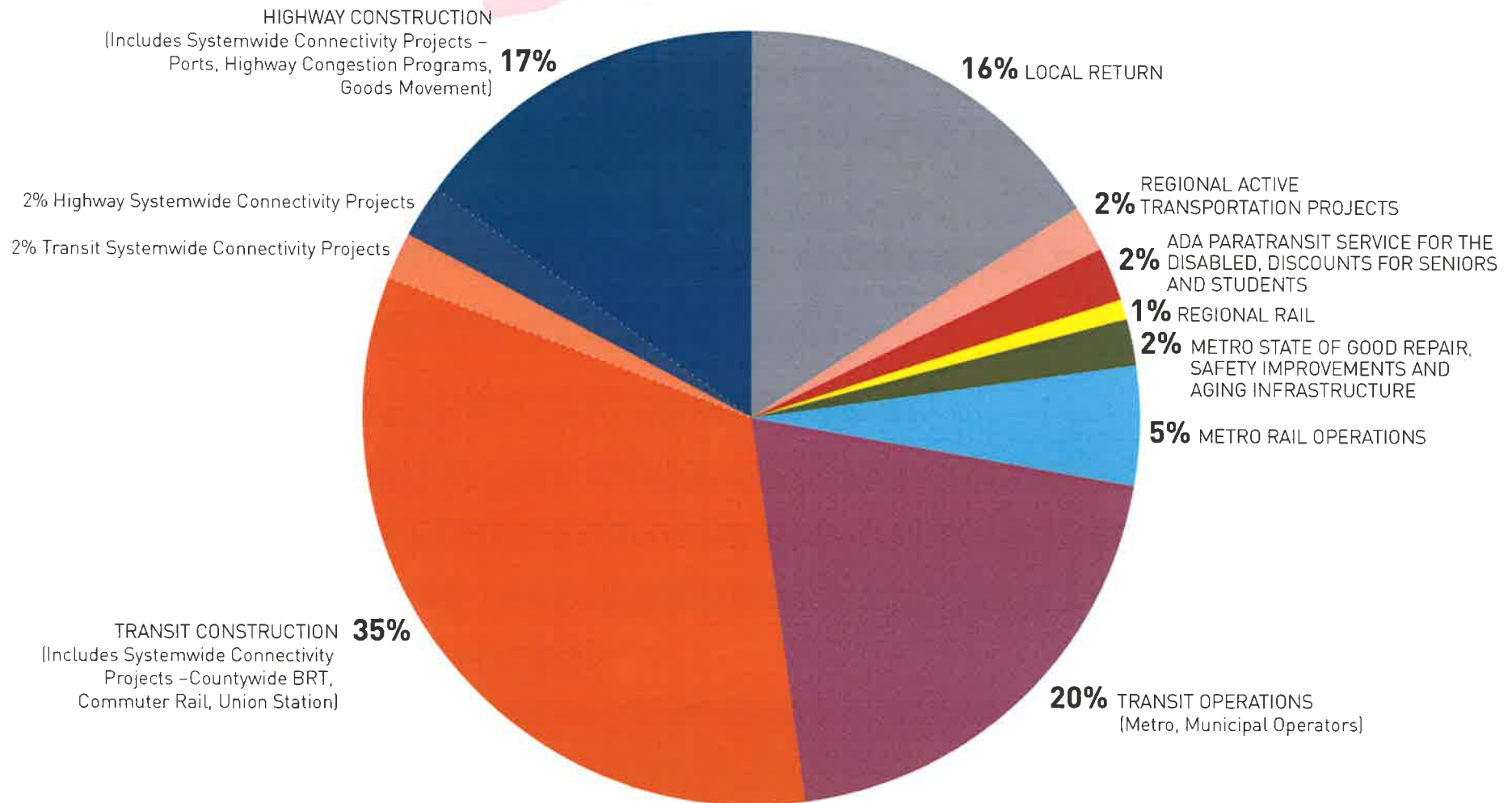
Metro



Modeling and Cost Estimates

- Modeling Process
 - Scored and ranked highway and transit projects separately
 - Applied Board-approved performance methodology
 - Considered high-performing existing projects for acceleration without impacting other projects
- Cost Estimate Methodology
 - Reviewed current studies, engineering plans and cost estimates
 - Applied comparable, actual cost experience to each infrastructure type and cost category
 - Applied factors for soft costs based on historical experience
 - Applied project contingency

Potential Ballot Measure Expenditure Plan



Transit Construction – 35%

- New rail and Bus Rapid Transit (BRT) capital projects
- Rail yards, rail cars, and start-up buses for new BRT lines
- Includes 2% for systemwide connectivity projects such as airports, countywide BRT, regional rail and Union Station



Highway Construction – 17%

- Highway project capacity and safety enhancements including environmental studies, plans, specifications, and estimates, right-of-way, construction
- Includes 2% for systemwide connectivity projects such as ports, highway congestion programs, and goods movement



Regional Active Transportation – 2% (NEW)

- Projects and programs that encourage walking, biking, and rolling modes
- Safe Routes to Schools; first/last mile connections with public transit such as bicycle facilities including bike hubs, protected bike lanes, and countywide bike share program



Metro Existing & Under Construction

Highway Projects

- K** I-5 North Improvements
- L** I-5 South Improvements
- M** I-10 and I-110 ExpressLanes
- N** I-10 HOV Lanes
- O** SR-60 HOV Lanes from I-605 to Brea Canyon Rd/SR-57
- P** I-405 HOV Lanes and Improvements

Transit Projects

- A** Expo Line Extension Phase 2
- B** Expo Line Phase 1
- C** Gold Line Eastside Extension Phase 1
- D** Gold Line Foothill Extension
- E** Orange Line Extension to Chatsworth
- F** Silver Line
- G** Crenshaw/LAX Transit Project
- H** Purple Line Extension Sections 1 and 2
- I** Metrolink Improvements
- J** Regional Connector



Metro Transit & Highway Projects: 40-Year Buildout

Highway Projects	
First 15 Years	<ol style="list-style-type: none"> 1 High Desert Corridor Project (Right-of-Way) (P3 Candidate) [NC] 2 I-5 N Capacity Enhancements (SR-14 to Lake Hughes Rd) [NC] 3 SR-71 Gap: I-10 to Rio Rancho Rd [SC] 4 SR-57/SR-60 Interchange Improvements [SC] 5 I-105 Express Lane: I-405 to I-605 [SB] 6 Sepulveda Pass Corridor (Busway) (P3 Candidate) [SF, W] 7 I-710 South Corridor Project Phase 1 (P3 Candidate) [CC]
Second 15 Years	<ol style="list-style-type: none"> 15 I-605/I-10 Interchange [SC] 16 I-5 Corridor Improvements: I-605 to I-710 [CC] 17 I-405 South Bay Curve Improvements [SB] 18 I-710 South Corridor Project Phase 2 (P3 Candidate) [CC] 19 I-110 Express Lanes Extension to I-405/I-110 Interchange [SB] 20 SR-60/I-605 Interchange HOV Direct Connectors [SC] 24 I-405/I-110 Interchange HOV Connect Ramps & Interchange Improvements [SB]
Transit Projects	
First 15 Years	<ol style="list-style-type: none"> 8 Airport Metro Connector/Green Line Extension [CC] 9 East San Fernando Valley Transit Corridor [SF] 10 BRT Connector Orange/Red Line to Gold Line [AV, SF] 11 Gold Line Foothill Extension Phase 2B [SC] 12 Purple Line Extension Transit Project Section 3 [W] 13 West Santa Ana Transit Corridor Phase 1 [CC] 14 Orange Line BRT Improvements (Locations TBD) [SF] 23 Vermont Transit Corridor [C] <p>Not shown: Crenshaw/LAX Track Enhancement Project [CA], Complete LA River Bike Path [W] and LA River Waterway and System Bike Path [C]</p>
Second 15 Years	<ol style="list-style-type: none"> 21 Gold Line Eastside Extension Phase 2 (one alignment) [SC, CC] 22 Green Line Extension to Crenshaw Blvd in Torrance [SU] 24 Sepulveda Pass Corridor (Rail) (P3 Candidate) [SF, W] 25 West Santa Ana Transit Corridor Phase 2 [CC]
Final 10 Years	<ol style="list-style-type: none"> 27 Crenshaw Line Northern Extension [C, W] 28 Orange Line Conversion to Light Rail [SF] 29 Lincoln Blvd Bus Rapid Transit [W] 30 Green Line to Norwalk Metrolink Station [CC] 31 Sepulveda Pass Corridor Westwood to Airport Metro Connector (P3 Candidate) [W] <p>Not shown: City of San Fernando Bike Master Plan [SF] and Historic Downtown Streetcar [C]</p>



Map numbers are for reference only. Project definition depends on final environmental process.

Metro Transit & Highway Projects: 45-Year Scenario

Highway Projects

32 High Desert Corridor Project (Construction) (P3 Candidate) [NC]

Transit Projects

33 Crenshaw Line Northern Extension (Accelerated) [C, W]



Metro Transit & Highway Projects: 50-Year Scenario

Transit Projects

34 Gold Line Eastside Extension Phase 2
(funding for second alignment) [SG, GC]





Transit Operations – 20%

- Funds countywide transit operations for Metro and municipal operators
- Improves system safety on buses and rail lines
- Increases service levels to accommodate growing transit ridership
- Enhances feeder services and first/last mile connections
- Enhances the customer experience through technology advancements



Local Return – 16%

- Provides funding to all 88 local jurisdictions based on population
- Funds can be used for street improvements, pothole repairs, local transit, bike and ped connections, transit-oriented communities investments, etc.



Metro Rail Operations – 5%

- Over the next 40 years, rail service is projected to increase up to 10 times
- Increases system speed and capacity for transit, allowing for more boardings per mile and per hour
- Enhances system safety



State of Good Repair, Safety Improvements and Aging Infrastructure – 2% (NEW)

- Provides funding to maintain, repair and replace aging infrastructure
- Improves asset condition, safety and extends the useful life of transit system
- Includes earthquake retrofitting of bridges, tunnels, and overpasses
- Improves safety on buses, bus stops, rail lines, and rail stations

ADA Paratransit Services for the Disabled; Discounts for Seniors and Students– 2% (NEW)

- Secures dedicated funding for ADA-mandated paratransit services
- Serving people with disabilities is one of the primary challenges of transit systems
- ADA ridership is expected to more than double in the next decade



Regional Rail – 1%

- Enhances commuter rail service, maintenance and expansion





Taxpayer Oversight

- Much like is the case with Propositions A and C and Measure R, an Oversight Committee will monitor the implementation of the Expenditure Plan, including schedule, budget, and use of funds
- Staff has evaluated other oversight committees in California
- Given the success of the Measure R committee, staff will propose ways to build upon the existing committee structure



Acceleration Strategies

- Federal and State Funds
 - New Starts, TIFIA loans, Cap and Trade, etc.
- Local Funds
 - 3% contribution to transit projects based on benefits
 - Third-party investments
- Private Sector Funds
 - Goods movement or vehicle-miles-traveled fees
 - Express lane or other tolls
 - Private financing and innovation
- Dynamic Shovel Ready Plans and Implementation



Preparing for a Transportation Renaissance

- Managing a Massive Program
 - Creating a Program Management Plan
- Developing our Workforce
 - Getting “people ready”
 - Leadership Academy, MAX Program, trainee programs
 - Leveraging the experience being gained through our current program
- Capturing Lessons Learned
 - Learning from past experiences
 - Establishing best practices

Program Benefits

- Eases congestion & improves mobility
- Increases use of transit
- Improves accessibility
- Enhances quality of life
- Expands rail and bus network
- Creates a more balanced, customer-focused system
- Keeps fares affordable for seniors, students and the disabled
- Enhances local investments





Staff Recommendation

- The 50-year Plan
 - Secures the funding necessary to build significant transportation improvements across the county and keep our system in good working order as LA County positions itself for the future
- Metro Board has released the Draft Potential Ballot Measure Expenditure Plan for public input



Public Input Process

- Public meetings
 - Nine traditional meetings, one virtual meeting
- Telephone town hall meetings
 - One for each Board member's district
- Public comments through website and social media
- Elected officials' briefings
- Key stakeholders' briefings
- Media briefings
- Community presentations



Questions?

EXECUTIVE DIRECTOR'S REPORT

April 21, 2016

ADMINISTRATION

Vote for Rena Leddy in DLANC Election! It is a contested race.

Rena Leddy, LA Fashion District BID Managing Director, is running for the Downtown Neighborhood Council's business seat, representing the BID. There is one other person running against her. This year, the elections are being held online and in person. In order to vote online, you must first register to do so.

Register NOW and **BEFORE** April 28 at www.empowerla.org/vrp.

- You will need to upload a form of ID and some form of proof that you work, live, and/or own a business in the neighborhood.
- Elections run online between April 14 and May 5, 2016.

California Downtown Association Succeeds in Stopping SB 876

The California Downtown Association worked with BIDs, and downtown organizations around the state, including the Fashion District, to put a stop to the proposed legislation SB 876, Homelessness. This bill would have been another version of the "Right to Rest Act" that we've defeated two other times in the last three years. The Senator who proposed the bill is termed out at the end of 2016. This bill proposed preserving the homeless' right to live and eat on the streets and sidewalks of our cities. The bill did not offer any practical solutions towards addressing homelessness. Instead it would have prohibited cities, counties and municipal agencies that receive state funds from regulating resting in public spaces. The bill would also have dramatically hindered a local municipality's ability to maintain parks, sidewalks and other public spaces in a safe and clean manner.

City Council Sets New Limits on the Belongings of Homeless

This week City Council revised the law known as Ordinance 56.11 to allow people to have only as much stuff as they can fit into a 60 gallon container. City Councilman, Joe Buscaino said the measure balanced the City's need for safe and clean streets with homeless people's personal property rights. Under the revised law, the homeless can be cited or arrested for a misdemeanor if they fail to clear the sidewalks or fail to take down their tents/encampments between 6:00 a.m. and 9:00 p.m. The City will cite a homeless person if they have excessive personal property after providing 24 hours' notice. The City will store the items for 90 days, during which time the owners can claim the items. With no warning, the City can seize and impound a tent that is not taken down during the 6:00 a.m. to 9:00 p.m. time frame. They will be allowed to erect tents after 9:00 p.m. They can leave their tents up if the weather drops below 50 degrees. Bulky or contaminated items can be seized and discarded without warning. This revised ordinance is in response to the many encampments that have crept up all over the city, not just downtown. There has been a 20% increase in homelessness in the last two years in Los Angeles.

Sidewalk Repair Program Approved

The City Council approved the new Sidewalk Repair Program last week. The Sidewalk "Fix and Release" Program, which includes requests from the LA BIDs, including the Fashion District BID, was expanded to include sidewalks adjacent to commercial property. The City will repair all sidewalks over the next 30 years per a settled lawsuit filed by disabled residents. The settlement, reached last year, will prioritize sidewalks near government and commercial facilities as well as those that are severely damaged and heavily traveled before moving on to other residential areas. Once the sidewalks are fixed, the City will release or return the responsibility for maintenance to the property owners. Since this will take the City years to get through every sidewalk, it is offering an incentive to property owners to fix their sidewalks on their own. The City will offer a rebated of 50% of the repair cost if they fix the sidewalk themselves within the first three years of the program. The City will offer a warranty on the repairs, 5 years for commercial and 20 years for residential, up to one repair. The program is scheduled to begin later this year.

Leddy and BID Consortium Members Meet with Commissioner Kevin James

On March 29th, Leddy and members of the LA BID Consortium met with Kevin James to discuss a variety of public works issues affecting BIDs. The group asked for the following items to be addressed:

- A return to the City providing trash can liners to the BIDs, which was taken away from the BIDs in 2008
- Waive tree trimming permit fees for BIDs
- Waive or reduce dumping/tipping fees

Give notice to the BIDs when roadwork is to begin in the District

James was agreeable to the requests but only promised the notification of road work to the BIDs. He will look into the other requests.

New General Manager to Ace Hotel

Smith and Leddy met with the new General Manager of Ace Hotel, Kenan Jones to welcome him to the district and our services. We also connected him to key people in the district.

Smith and Leddy Attended CCA Executive Committee Meetings

Kent Smith attended the CCA March Executive Committee which Councilmember David Ryu addressed CCA members about the City's most pressing issues. Ryu expressed optimism about the City and County's coinciding strategies to address homelessness. He also voiced concern about domestic violence programs that are being cut; he believes additional funding is needed to help prevent victims from falling into homelessness. Ryu believes that employment is the most important tool to keep individuals off the streets. When asked about potential funding sources to address homelessness, Ryu said that he was in support of a linkage fee as a possibility.

Ryu also addressed LADWP reform and stated that he is in agreement with the Mayor, except for professionalizing the board. He does not believe changing the board into full time positions will give them more independence.

Members voiced concerns about the legalization of street vending. For him, it is not an immigration or small business issue, but a public health one. Ryu mentioned that the City needs to prevent dangerous street vending that is happening, but it should not be criminalized.

At April's Executive Committee, which Rena Leddy attended, Chief of Police Charlie Beck addressed CCA members about LAPD's ongoing efforts to combat homelessness. Homelessness continues to be one of the most pressing issues that CCA members are concerned about. Chief Beck recognizes that people living on the streets is detrimental to public safety. He believes that solving the issue will take a collaborative effort between all stakeholders and will require strong local leadership. He also introduced new Chief for the Central Bureau, Deputy Chief Robert N. Arcos.

CCA Homeless Policy Committee

Kent Smith and Rena Leddy sit on the CCA Homeless Policy Committee. At its last meeting, members heard from Phil Ansell, Director of Los Angeles County's Homeless Initiative. He shared the initiative's initial strategies and potential sources of long-term funding to combat homelessness.

On February 9, the County Board of Supervisors unanimously adopted 47 strategies to address the homelessness crisis. The strategies are divided into six focus areas: prevention, subsidized housing, and increasing income, case management, creating a coordinated system, and increasing affordable/homeless housing. Phase 1 of the initiative includes twelve strategies that will be implemented no later than June 30. The initial phase will provide housing subsidies in a variety of ways and increase employment opportunities for homeless adults. Phase 1 will also expand the hours of operation of emergency shelters to 24 hours a day, 7 days a week.

The County has committed \$150 million to implement the initiative over the next two years, but additional funding is needed to address the issue. Five potential funding options have been identified: a parcel tax, redirecting Measure B funds, a tax on medical marijuana that would be extended to recreational marijuana if legalized, sales and use tax, or a tax on personal income over \$1 million. Tax proposals that are specifically dedicated to homelessness would require two-thirds voter approval. The County is polling these options for the November 2016 ballot.

Council Member Jose Huizar Announced Plans for DTLA Forward

On March 23rd, Rena Leddy attended a press conference on Spring Street where Councilmember Jose Huizar announced plans for DTLA Forward, a series of motions he made to Council to increase, promote and protect pedestrian access, improve traffic flow and improve neighborhood connectivity in downtown Los Angeles. He was joined by Gensler Los Angeles, LA Department of Transportation, County Department of Public Works, Department of City Planning and the Recreation and Parks Department to issue remarks on the new DTLA streetscape initiative.

Santee Alley Association Agrees to Hire Retail Consultant

At the last meeting of the Santee Alley Association, the group agreed to hire Retail Consultant, MJB Consulting to conduct a study on existing conditions on Retail in the Santee Alley and surrounding area. The study will include:

- Identifying of trends in Retail

- Identifying trends in Retail in Los Angeles, Downtown and specifically Fashion District
- Understanding what these trends mean for Santee Alley and adjacent retail streets Given how retail in downtown, Los Angeles and Globally has been evolving
- Understanding what Santee Alley and the surrounding neighborhood could do to take action, given how retail in downtown, the city as a whole and globally has been evolving

A strategy will be outlined in two ways:

- If we do nothing, this is what the neighborhood will look like in 5 years.
- If we want to do something to alter the projection or situation, here's what the neighborhood could look like.

The final product will provide a summary detailing reasons for recent challenges, proposal of viable options for re-tenanting or repositioning and outlining relevant considerations.

They also discussed the need for future capital improvements, including the restrooms.

OPERATIONS

March Tonnage

			Trash Tonnage Change		
	2015	2016	Tons	% Change	YTD % Change
Jan	177.46	182.21	4.75	2.7%	2.7%
Feb ¹	177.16	168.00	-9.16	-5.2%	-1.2%
Mar	200.03	196.62	-3.41	-1.7%	-1.4%
Total Tons	554.65	546.83	-7.82	-1.4%	
Daily Average	6.16	6.01			

Note 1: Feb/2016 (leap year) had 29 days (was hottest Feb in LA on record) vs. 28 days in Feb/2015

The Fashion District Avoids Major Flooding

The past couple of weeks have brought significant rain to Downtown LA. While El Niño has caused flooding in other parts of Los Angeles, the Fashion District has weathered the storm quite well thanks to the hard work of our Safe and Clean Team, which have been working for weeks leading up to the rainy season to prevent flooding in the district. The Clean Team regularly cleans out blocked storm drains and keeps trash and debris off the street. Flooding is often a result of trash-blocked sewer grates. Great job team!



Fashion District BID Safe Team Recognized by LAPD

The Central City Police Boosters Board of Directors honored Central Area LAPD officers, civilians, and BID Officers at their annual Public Safety Luncheon & Awards Ceremony on Wednesday, March 30, 2016. Fashion District BID Officer Garces was recognized as the LA Fashion District BID Officer of the Year for her outstanding service and commitment to the job. Congratulations Officer Garces!

Fashion District Sells Two Trucks

The Fashion District sold a Safety vehicle truck and Maintenance collector truck. They were sold for a combined \$19,400.

IMAGE & COMMUNICATIONS

BID Debuts New Logo

The LA Fashion District logo is getting a makeover. The icon is visible throughout the district since its inception in the early 2000s. Historically the "lady in the hat" has been part of the Fashion District's way-finding signage and is even painted on various intersections. However, there has always been a separate official logo for the BID. That is, until now. We are merging the way-finding icon with the logo for a refreshed look. The previous logo featured the text "LA Fashion District" and had the shape of a woman outlined in the "A." You'll continue to see both logos while we make the transition.



Artwork to Activate Pubic Space Returns to the Fashion District

Working with Do Art Foundation, there is another space activation piece of art coming to the Fashion District. This piece of art by environmental artist and industrial designer Doron Gazit will be installed at the Wall Street Farmer's Market on May 14th and thereafter be moved throughout the District including on the point of Spring and Main Streets for Downtown Artwalk in June and on 11th Street sometime this summer. Doron Gazit, who lives in North Hollywood, is a

graduate of the Bezalel Academy of Art in Jerusalem. His work, its scale, and his choice of materials and settings reference the interface of nature, technology, and industry with a modern sensibility and playfulness. Gazit has installed a large number of environmental pieces throughout the world, including the Negev Desert in Israel, Santa Monica Beach in California, Tokyo, Mexicali, and Dubai. Gazit considers these temporary installations as literal extensions of the act of drawing and prefers to refer to these pieces as "lines." His method of intervention is to bring our full attention to the landscape, not to obscure it.

We are also working with Do Art to bring a curated art exhibit to the existing painted utility boxes. More to come on this project as it is developed.

#FashionFridays

The Fashion District, Downtown Center BID and FIDM are working to create a promotion called #Fashion Fridays. It will focus on special events and promotions on the last Friday of the month focused around fashion. The BIDs, FIDM and local restaurants and shops will offer food and drink specials, small events, lectures, sales and other promotions on the last Friday of each month. The promotion will begin in the fall.

NEW DEVELOPMENT AND MISCELLANEOUS

Harris Building on 11th and Main Undergoing Office Conversion

The Harris Building is the latest building on 11th and Main Streets to undergo renovation. The light industrial edifice will be transformed into creative offices by developer Industry Partners. As per Urbanize LA, it formerly housed operations for the Union Manufacturing Company, a now-defunct garment purveyor. "Under new plans documented in a leasing brochure from brokerage firm Industry Partners, the historic building's upper levels are being converted into approximately 52,000 square feet of office space. As expected from a former manufacturing building, each floor would offer large windows, exposed brick and polished concrete floors.

At street level, plans call for nearly 6,500 square feet of retail and restaurant space, subdivided into five stalls fronting both Main and 11th Streets." [Read the full story on Urbanize LA.](#)

IDEPSCA Downtown Community Job Center Offering Services and Training

The Day Laborer Community Job Center located at 121 E. Pico Blvd. offers a fast, easy, and affordable way to hire day laborers for general labor, painting, construction, demolition, gardening, moving, unloading, cleaning, and repairs. Those interested in employing a day laborer can call ahead or request a worker in person. The center follows a registration system to distribute jobs, but the employer is free to choose a worker in particular. There is no fee charged to the employer or the workers. IDEPSCA also offers a number of services including English classes, health workshops, free health screenings, and job fairs. For more information visit www.idepsca.org/daylabor or call 213-747-2064.

Blacklist LA Runs through the District



Local running group BlacklistLA hosted a nighttime run through downtown on Monday, February 29, which ran through the Fashion District and stopped for an incredible [group shot](#) in front of the Teddy Kelly mural at 8th and Los Angeles Streets. [BlacklistLA](#) is a running community that explores the City of Los Angeles through street art.

Photo by Blacklist LA

StartUP DTLA Hosts Women in Safety Event with Downtown BID Safety Teams

On March 23rd, Rena Leddy and Ariana Gomez along with Safety Team members attended an event on Women in Safety in DTLA. The meeting was hosted by StartUP DTLA. City Attorney Mike Feur spoke and answered questions from the audience. The BIDS were highlighted and asked to speak to the group on what services they offered to their districts.